



<b>Job Title:</b>	Marketing and Communications Manager
<b>Reporting to:</b>	Head of Fundraising and Communications
<b>Position in organisation:</b>	The role will form part of the Fundraising and Communications team
<b>Based:</b>	Wimbledon Guild headquarters, central Wimbledon
<b>Salary:</b>	£33,000
<b>Hours:</b>	Full time

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## **Background**

The Guild is a large local charity with the mission to improve the lives of people in Merton by empowering the development of mental, physical and emotional wellbeing.

We run a substantial counselling service, a varied programme of coaching, support and activities for older people and a grant programme for people experiencing hardship.

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## **Job Purpose**

Working with the Head of Fundraising and Communications, the postholder will plan, develop and implement the Charity's marketing and communications strategy.

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## **Key Tasks/Duties and Responsibilities**

### **Communications**

Helping to develop a communications strategy, with a focus on increasing awareness of the Charity, developing relations with both clients and supporters and building a solid base of donors and supporters.

Ability to write persuasive copy for different audiences.

Building constructive relationships with relevant press and media partners.

Working with internal staff and volunteers to capture and promote news stories

Supporting events, grants and fundraising with relevant media relations.

Formulating and regularly reviewing contingency plans for crisis management to protect the reputation and the brand of the Charity.

**Digital marketing / Social media / Website**

Leading the maximisation of digital channels through social media channels and digital advertising to target supporters, clients and potential donors.

Monitoring and reporting social media activity. Experience of Hootsuite preferred.

Leading the redevelopment of our website with appropriate support and ensuring that it is regularly reviewed and updated.

Developing digital marketing campaigns for to attract new donors and customer of Wimbledon Guild.

**CRM**

Utilise the charity's databases to create, design and manage our CRM campaigns to targeted audiences. Knowledge and hands-on practical experience of Mailchimp essential.

**Evaluation**

Developing, implementing and monitoring systems and procedures necessary to the smooth operation of the communications functions.

**Management Responsibilities**

Line managing the marketing co-ordinator position.

**Self Development**

Undertaking appropriate personal development and maintaining and developing skills and knowledge as required.

**Working Relationships & Team Working.**

Working as a positive team member at all times, recognising the need for flexibility and the ability to operate at a number of different levels within a smaller organisation. You will also possess the ability to be an expert in taking your colleagues and partners with you.

**Conduct**

Behaving in a professional manner at all times, reflecting and maintaining the Charity's values and ethos and generating a positive image of the Charity.

Ensuring adherence to best practice and regulatory requirements in the full range of communications and communications disciplines.

**General**

Building and maintaining high-level internal and external relationships with colleagues, stakeholders, supporters and donors.

**Other**

To carry out such other tasks reasonably commensurate with this post as requested by the Head of Fundraising and Communications.

**Person Specification: Marketing and Communications Manager**

<b>Education &amp; Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
Educated to degree level or equivalent	✓	
Chartered Institute of Communications Qualification		✓
<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Experience of delivering targeted marketing and communications to a variety of audiences using a range of media, ideally in a charity/not for profit environment	✓	
Experience of creating and running digital marketing campaigns	✓	
Practical experience of running CRM campaigns through Mailchimp	✓	
A high degree of creativity and entrepreneurialism, able to come up with successful ideas and put them into practice	✓	
Experience of working to tight deadlines, managing several projects successfully and on time and fulfilling all aims and objectives	✓	
Excellent relationship management skills and ability to build strong relationships with people of any seniority externally and internally	✓	
Experience of management of projects, finances and other resources	✓	
<b>Knowledge, Skills and Abilities</b>	<b>Essential</b>	<b>Desirable</b>
Excellent verbal and written interpersonal/communication skills	✓	
Excellent verbal communication skills both face-to-face and on the phone, including presentation skills	✓	
Ability to work autonomously and as part of a team	✓	
Knowledge of data protection law	✓	
<b>Personal</b>	<b>Essential</b>	<b>Desirable</b>
High levels of self-motivation, professionalism and resilience	✓	
Well organised and with an ability to prioritise workloads and meet deadlines	✓	
Commitment to the Charity's ethos and goals	✓	